

lisapeterson

312-282-7012

email: lisa@lisapwrites.com

portfolio: lisapwrites.com

summary

Over fifteen years of client service experience and managing/meeting project deadlines. Writing experience includes variety of mediums including marketing materials, web content, help and training documents, blogs, radio scripts and fiction. Excellent at organizing content. Internet strategy experience includes creating site structure, designing and building HTML/CSS, Wordpress web sites and managing projects. Keen eye for design. Work well with a team and independently to conceptualize client's vision and follow brand guidelines. Detail oriented and proficient at meeting project deadlines.

experience

Freelance Web Content Manager/Copywriter, Chicago, IL Oct. 2008 - present

Creative writer with extensive web/Wordpress experience. Work with clients in managing website content, social media, SEO and in creating print advertising and marketing materials. *Clients: mcgarrybowen, Moving Design, Nestle, Evolve the Body, Firecat Projects, Flowers Communications Group, Lincoln Square Acupuncture, Rising Moon Acupuncture, Agentis Energy*

Shared Marketing Services/Vortus, Chicago, IL July 2000–Oct. 2008

Awarded 2006 Outstanding Employee

Shared Marketing Services is a Trade Fund advertising/marketing company that acquired part of the Vortus (an Internet/technology company) staff in the winter of 2002. *Clients: Volkswagen, Audi, Toyota, Honda Motorcycles, Briggs & Stratton, Cingular Wireless, Stride Rite, WTTW, Hunter Douglas, BP, New Balance, Ace Hardware, Starlight Foundation, Watkins Manufacturing*

Design Studio Manager

- Project management, liaison between designers and account executives, met with clients, managed deadlines and deliverables
- Brainstormed with account executives/designers on copywriting and designing promotional marketing pieces and websites, met project goals and deadlines
- Conceptualized, designed and wrote advertising/marketing materials following client brand guidelines
- Created web content, online help tutorials and internal training docs
- Managed projects for Brand Construction Kit (online ad builder) to ensure artwork was compatible with system, worked with Java developers in designing and creating the HTML/CSS of interior web pages (site maintenance and development) and wrote and edited online content sections

Content Manager/Web Designer (Vortus)

- Managed clients in assessing the project time tables and in delivering the final product
- Wrote, edited and proofed web sites consistent with the voice of the client brand
- Evaluated and created site structure to enhance usability through web sites
- Built and maintained HTML web sites
- Researched site optimization to increase ratings on internet search engine results

skills

Project Management, Content Management, Wordpress, Dreamweaver, XHTML, CSS, JavaScript, Photoshop, Illustrator, InDesign, Imagination and Humor.

education

Bachelor of Science, Business Economics
South Dakota State University, Brookings, SD